

## ABSTRACT OF THE DISCLOSURE

A press apparatus presses a wire into a wire connector that is carried on an elongated strip. The connector has an opening at a top thereof, is stored on the strip in a side-ways orientation and is fed into the press on the strip. The press includes a feed path having a reorienting section to reorient the connector to position the opening in an upward orientation. A guide portion defines a conveyance path and direction. The guide portion has opposing walls. A one-way feed assembly feeds the connector into the press and prevents reverse movement of the connector. The feed assembly includes a guide wall and a feed pawl disposed opposite the guide wall. A reciprocating press has a die operably connected thereto and reciprocates to move the die to press the wire into the connector when the wire is positioned above the connector opening. A linkage operably connects the feed pawl and the press such that movement of the reciprocating press advances the connector along the conveyance path to position the connector opening below the die for pressing a wire into the opening.